

**TRAVELLERS
CHOICE**

MARKETING

FOR INDEPENDENT TRAVEL AGENTS



**AGENCY BRANDING & LOGO DESIGN • DIGITAL MARKETING • CRUISE CLUB
ADVERTISING & LEAD GENERATION • INCENTIVES • LOCAL AREA MARKETING
POINT OF SALE & MAGAZINE • STATIONERY & MERCHANDISE • ATAS
TRIPADEAL • EDUCATIONALS**

THE LEADING RANGE OF CREATIVE MARKETING SOLUTIONS

Travellers Choice provides members with diverse, effective and affordable marketing services to help you keep your valuable customers, attract new business and build your brand. We offer you the widest choice of marketing solutions available to independent travel agents in Australia.

We concentrate on three key areas: enquiry and lead generation, digital presence and promotion, and brand development. Our focus is on delivering cost-effective and successful strategies to reach your customer base and grow your business.

We understand the importance of your agency's unique brand and seek to provide our members with quality marketing solutions and materials to compliment your local identity.

Travellers Choice also offers comprehensive local marketing support. We'll help you create business plans and marketing plans, and work with you to build your business.

This booklet showcases the range of marketing services available to you as a member of Travellers Choice.



UNIQUE SELLING PROPOSITION

Our understanding and passion for travel ensures our customers have the travel experience they want.

ADVERTISING & LEAD GENERATION

Travellers Choice coordinates advertising campaigns which promote offers from preferred suppliers and drive enquiry to your agency via our national 1300 number, website enquiries or using your individual agency call to action.

Leads are also generated to members from searchable agent lists and profiles on the Travellers Choice website (www.travellerschoice.com.au) and Facebook page (www.facebook.com/TravellersChoice).

COST INCLUDED IN YOUR MEMBERSHIP

ATAS

As the only independent agency group in Australia to have all members ATAS Accredited, we take pride in making a full suite of ATAS materials available to members.

Available ATAS materials co-branded for your agency include:

- Television, cinema and radio adverts
- Flyers
- Posters
- Email signature banners

COST INCLUDED IN YOUR MEMBERSHIP
(CHARGES APPLY FOR UNIQUE PERSONALISATION)

*All prices correct as at 01/01/2020. For current costs please speak with your local Travellers Choice Business Development Manager.

APT LUXURY TRAVEL

Kimberley Wilderness Adventures

SAVE \$100 PER COUPLE

Essence of the Kimberley
Highlights of this journey include a drive along the mighty Ord River, exploring the world's longest unbroken river, the Kimberley National Park, and a visit to the hot springs of Shalimar Springs all in one day.
Visit Long George Dam and Falls • Windjana Gorge • Purnululu National Park • Echidna Churn • Kalbarri • 12 Gorges • Nature Valley Station • Badger Creek • Derby • And more
Departs Selected dates April - September 2020
9-day 4WD adventure from \$5,795 pp

SAVE \$2,000 PER COUPLE

Grand Kimberley Coast
Begin your adventure in Australia when you take your way to Mytholm where you will be welcomed aboard your ship for a spectacular 8 night cruise.
Visit Long George Dam and Falls • Badger Island • Three Rivers Reserve • Carnarvon Bay • Manjimarra Reef • Coulters Bay • Badger Island • And more
Departs Selected dates May - August 2020
10-day expedition cruise from \$10,195 pp

EARN 1 QANTAS POINT PER A\$1 SPENT ON ALL APT KIMBERLEY HOLIDAYS! **FREQUENT FLYER**

Call 1300 78 78 58 travellerschoice.com.au

BEST TRAVEL MEMBER 2019 ATAS TRAVELLERS CHOICE

Fly for \$699* to Europe & Britain!

BOOK YOUR TRAFALGAR EUROPE AND BRITAIN TRIP BEFORE 31 OCTOBER AND FLY RETURN FOR \$500!

Georgia & Armenia Uncovered
Visit Tbilisi • Pushkin • Ashdagan • Sighnaghi • Sagaredo • Uplistsikhe • Chirashvi • Hagia Sophia • Poldubki Village • And more
Valid for travel Selected dates until 01 October 2020
11 days from \$3,325 pp

Bohemian Highlights
Visit Berlin • Prague • Bratislava • Krakow • Slovakia • Budapest • Gyor • Vienna • Sebeur • Prague • Frankfurt
Valid for travel Selected dates until 31 October 2020
14 days from \$4,275 pp

Best of Italy
Visit Rome • Florence • Lake of Geneva • Capri • Amalfi • Positano • Sorrento • And more
Valid for travel Selected dates until 23 October 2020
13 days from \$5,095 pp

Britain & Ireland Panorama
Visit London • York • Jeddburgh • Edinburgh • St. Andrews • Pittlochry • Scottish Highlands • And more
Valid for travel Selected dates until 01 October 2020
16 days from \$5,125 pp

LEONGATHA TRAVEL AND CRUISE Shop 1, 16 McCurtin Street, Leongatha 3602 3601 travellerschoice.com.au www.travellecele.com.au TRAFALGAR ATAS TRAVELLERS CHOICE

YOUR HOLIDAY CHECKLIST

Make your holiday as smooth and enjoyable as possible with this pre-departure guide.

WE'RE PROUD TO BE ATAS travel specialist

WHAT TO PACK

- Power Adapter** Have you needed in a power adapter specific for your destination?
- Medication** If you require prescription medication, ensure you pack it in your carry on luggage in a good date to have a letter from your GP, stating the name of the medication, how much you are taking, and that it is for your personal use.
- Prohibited Items** Check items aren't pack any prohibited items in your holiday goods.
Check items www.travellecele.com.au
- Luggage** For international flights be sure to pack your own travel kit, including a good quality in a clear zip-lock bag. Maximum size you can carry on is 100cm or less than 10kg.

ADVICE WITHOUT A HITCH Items to confirm before you depart

- Travel Insurance** Traveling, travel safe. Travel insurance is essential and covers things like medical costs and lost luggage etc.
- Passport Check** Did you know that most countries require at least six months validity on your passport for entry?
- Do You Need a Visa?** Check www.ato.gov.au/Visa to check if your holiday destination requires a visa for entry.
- Cash Ready** Have you converted some cash into the local currency for your small? It's always nice to have a little cash for food & beverage or the last when you arrive.
- Vaccinations?** Check with your GP for recommended vaccinations for your destination. Some vaccinations can be an entry requirement for certain countries, and that you should check with your GP. Some countries also have a requirement for certain vaccinations when you enter.

TRAVEL SAFE Share your travel details

- Register with TravelSafe** When travelling overseas register with www.ato.gov.au. Register and provide your travel details to the Australian Government.
- Share with Friends and Family** Share a copy of your itinerary and share it with a friend or family member in case of emergency it's a good idea to give them a copy of your passport as well.
- Copy & File** Print a copy of each of your passport in case it's lost or stolen. One in your luggage and one in your wallet or purse. This is useful for an emergency when you're overseas.
- Consent Details** Make sure you have on your holiday, pack a copy of 24hr emergency contact information for your travel agent, travel insurance provider and family members.

DID YOU KNOW? Many policies don't cover risky activities such as water sports, mountain climbing, sky diving, bungee jumping, and sky diving. Check your policy for any activities you'll be undertaking. Don't just pack your gear in a bin, check it out.

ATAS Always look for the ATAS symbol when booking travel www.atas.com.au

CHESEA CRUISE & TRAVEL 410 Nepean Highway, Chelsea VIC 3196 (03) 9773 1900 | travel@chelsea-travel.com.au www.chelsea-travel.com.au

TRAFALGAR ATAS TRAVELLERS CHOICE

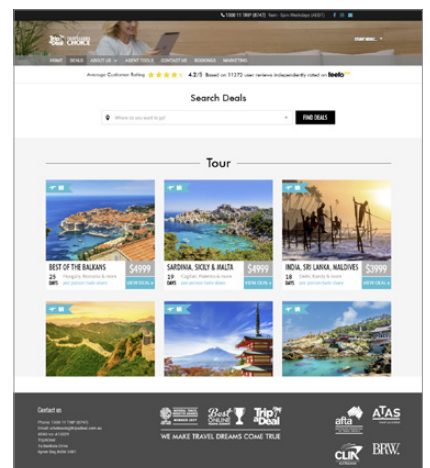
TRIPADEAL

Travellers Choice has a unique preferred sales arrangement with TripADeal, an Australian online travel agent (OTA) offering highly packaged product.

Travellers Choice the only travel agency network able to book TripADeal product which consumers would otherwise book directly online. The partnership continues Travellers Choice's pioneering role in converging offline and online distribution channels for the benefit of independent travel agents.

- Access to unique, highly-attractive packaged product
- Opportunity to engage with new customers
- Competitive advantage over competing travel agents
- Sales provide at-source commission and override payments for trading rebates

Members have access to a dedicated TripADeal agent portal through which to make bookings and access a wide range of marketing collateral.



COST INCLUDED IN YOUR MEMBERSHIP

**All prices correct as at 01/01/2020. For current costs please speak with your local Travellers Choice Business Development Manager.*

LOCAL AREA MARKETING

Travellers Choice encourages members to engage in local promotion of their agency. Successful activities have included:

- Print, radio and television advertising
- Posters, flyers and banners
- Events and expos
- Loyalty and referral programs
- Newsletters
- Vouchers
- Sponsorship

Support is available in the form of graphic design services as well as advice and expertise. Financial support is also available on a cooperative basis.

CUT TO SWITZERLAND
THE ICONIC *bollywood* BACKDROP

DISCOVER WHY THE INDIAN FILM INDUSTRY HAS FALLEN IN LOVE WITH THIS BREATHTAKING COUNTRY.

| | | |
|--|---|--|
| CONTRASTS OF SWITZERLAND 9-DAY GUIDED HOLIDAY FROM \$4,095 pp | BEST OF SWITZERLAND 9-DAY GUIDED HOLIDAY FROM \$3,350 pp | SWITZERLAND AND AUSTRIA 13-DAY GUIDED HOLIDAY FROM \$3,950 pp |
|--|---|--|

MAGIC CARPET TOURS
Ground Floor, Good Earth Hotel, 185 Adelaide Terrace, East Perth 6004
Call 9221 1207 | Email info@magiccarpettours.com.au

Simply the best
TRAFALGAR ATAS TRAVELLERS CHOICE

SCENIC
LIVING GREENS TOURS

You're Invited!

You're invited to join
Travel Bound & Cruise
at our information
morning for Scenic.

WHEN
Wednesday 29 January 2020
From 10.00am
Morning tea provided

WHERE
Wantrina Village

TRAVEL BOUND & CRUISE | 0411 720 030
simone@travelbound.com.au
www.travelbound.com.au

BEST TRAVEL AGENCY GROUP WINNER 2019 | ATAS TRAVELLERS CHOICE

Gift Voucher

For: _____ Reference code: _____
From: _____ Expiry date: / /
Value: \$ _____

B & P Travel & Cruise
88 Commercial Street West, Mount Gambier SA 5290
P: 08 8725 7888
E: travel@bnptravel.com.au | W: www.bnptravel.com.au

ATAS TRAVELLERS CHOICE

Thank you FOR BOOKING WITH US!

We hope you have a safe and pleasant trip!
The highest compliment we can receive is a referral from a valued client like you.

We are never too busy to help those you refer to us, your family, friends, neighbours and co-workers. So please feel free to spread the word! We can assist with any domestic and international travel arrangements including flights, accommodation and cruises.

Refer Travel & Cruise Bundaberg to your family and friends for your chance to win a prize! Please turn over for further details.

TRAVEL & CRUISE BUNDEBERG
145 Broadway Street, Bundaberg
07 461 2888 • travel@travelandcruise.com.au
www.travelandcruise.com.au

TRAVEL & CRUISE BUNDEBERG | TRAVELLERS CHOICE | 40 YEARS | ATAS

TRAVELLERS CHOICE Local agents from Australia's best travel agency group.

Save up to 10% on Europe and the Middle East WITH INTREPID TRAVEL

When the crowds go left, Intrepid goes right. Small groups, local leaders and sustainable travel mean you'll see a different side to Europe and the Middle East. Ready for an adventure?

Save up to 10% off 2020 Europe and Middle East trips when you book by 08 November 2019.

Contact us to find out more about this exclusive deal!

As your local independent travel agents, we've been providing personalised service, unbiased advice and excellent value to Australian travellers for over 40 years.

We're ATAS accredited specialists who are highly trained to offer professional advice, save you time and money, and make your travel dreams a reality.

WHAT MAKES US THE BEST TO BOOK WITH?
Our belief that to be the best we must provide every one of our customers with genuinely personalised service, expert advice and outstanding value.

| | | | | |
|--------------------------------------|--|--|--|---------------------------------|
| Jenrich Travel Perth 6251 5166 | Maria's Holiday Haven Hawthorn 6200 7700 | Travel by the Coast Gold Coast 6209 3111 | Central Mairns Melbourne 6223 2780 | WELBYSON Weston 6288 4400 |
|--------------------------------------|--|--|--|---------------------------------|

ATAS TRAVELLERS CHOICE

- ▲ Travel voucher and referral flyer
- From top: A4 print flyer, A1 poster and local press advertisement.

COST INCLUDED IN YOUR MEMBERSHIP

*All prices correct as at 01/01/2020. For current costs please speak with your local Travellers Choice Business Development Manager.

LOGO DESIGN

Travellers Choice offers a custom logo design service for members who wish to create a new logo or refresh an existing one. Support is also available to incorporate the new logo across your business.

COST
INCLUDED IN YOUR MEMBERSHIP

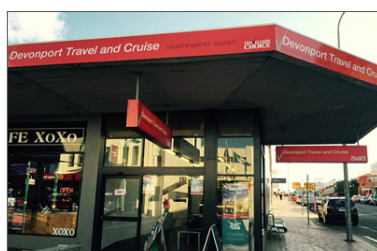


AGENCY BRANDING

Travellers Choice offers a complimentary signage design service for members. Three levels of agency branding are available to members:

- **TC-Branded** - the Travellers Choice brand stands alone.
- **Co-Branded** - the Travellers Choice brand appears alongside the member's brand.
- **Self-Branded** - members are predominantly identified by their own brand.

COST
INCLUDED IN YOUR MEMBERSHIP
(EXCLUDING PRODUCTION AND INSTALLATION)



Example of TC-Branded signage



Example of Co-Branded signage



Example of Self-Branded signage

STATIONERY & MERCHANDISE

Stand out from your competitors and add a professional touch with Travellers Choice's range of stationery and marketing materials including:

- Fabric ticket wallets
- Ticket wallets and voucher holders
- Cruise luggage tags
- Business cards
- Agency letterheads, with compliment slips and envelopes
- Name badges



COST
CONTACT US FOR DETAILS

UNIFORMS

Members have access to a range of corporate wear and uniform items which include styles for men and women and can be co-branded to include your agency's name or logo.

Uniforms are supplied by EmbroidMe or Fully Promoted who operate from over 50 stores around the country.



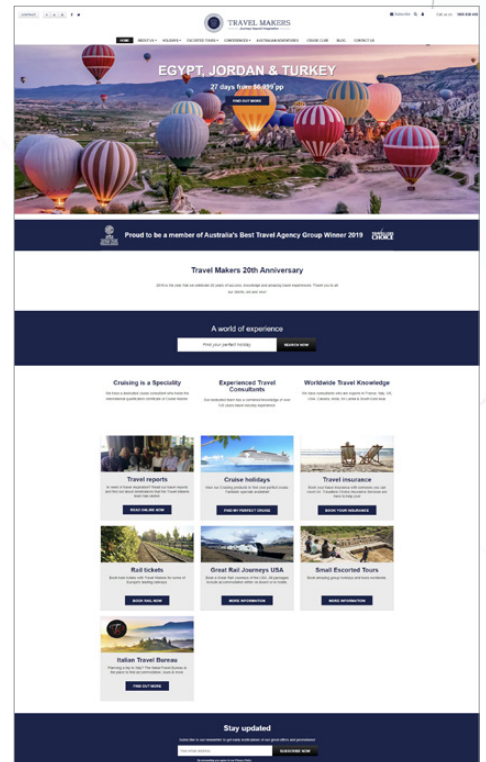
COST
CONTACT US FOR DETAILS

**All prices correct as at 01/01/2020. For current costs please speak with your local Travellers Choice Business Development Manager.*

WEBSITES

Site Builder is our custom-designed member website and content management solution. It is a low-cost, content-rich, personalised website solution featuring a streamlined design and regularly updated product feed. Key features:

- Responsive design auto-adjusts to suit mobile devices
- Prominent social sharing tools
- Product smart search
- Integrated 'Holiday Finder' app for Facebook
- iFrame option for members with existing websites
- Content updates available on request
- Online booking engine for clients to make online reservations.



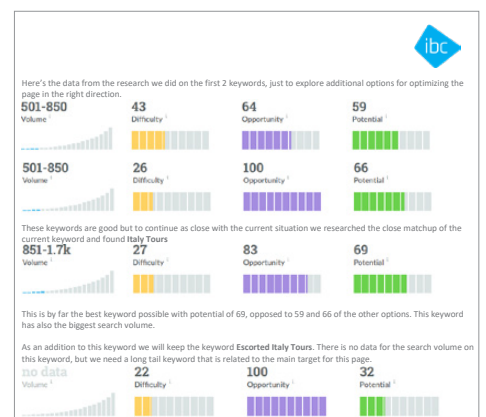
COST
\$100 + GST PER MONTH

DIGITAL SERVICES

Strengthen your digital presence with our managed services for Search Engine Optimisation (SEO) and Search Engine Marketing (SEM).

SEO is a proven, long term strategy to raise visibility and increase traffic to your website. Travellers Choice uses a targeted approach focusing on 'local' search to maximise the return on your investment.

SEM is a cost-effective way to promote your brand and your website. Get instant results with paid search using one of three affordable SEM packages which include a fixed management fee as well as flexible media spend.



COST
CONTACT US FOR DETAILS

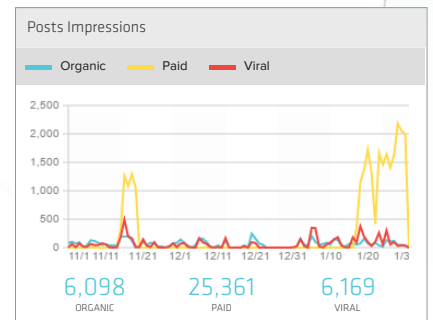
**All prices correct as at 01/01/2020. For current costs please speak with your local Travellers Choice Business Development Manager.*

SOCIAL MEDIA

Our Social Media services help keep your customers engaged, active and interested in your business, without taking you away from your business.

Focusing on Facebook, our in-house social media experts understand your brand and audience so are well-positioned to help.

Our services cover a broad spectrum of requirements from setting up a new Facebook page for your business to conducting an audit to assess activity and fan engagement, as well as running Facebook advertising campaigns and ongoing management of your Facebook business page.

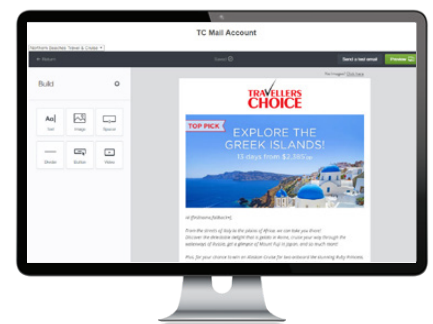


COST
CONTACT US FOR DETAILS

EMAIL MARKETING

TC Mail is our email marketing platform and comes with two service levels, Level 1 (self-managed account) and Level 2 (outsourced to Travellers Choice). Both levels are available to members at no additional cost. Key features:

- Drag and drop email builder: Drag and drop images from your desktop, use the built-in image editor and preview your email on mobile
- Automated A/B testing: Test subject lines, email content and email templates
- Email personalisation: Create highly targeted segments using custom fields
- Send time optimisation: Determines the best time to deliver your campaign
- Marketing automation: Set up emails based on triggers and user actions
- Robust reporting and analytics



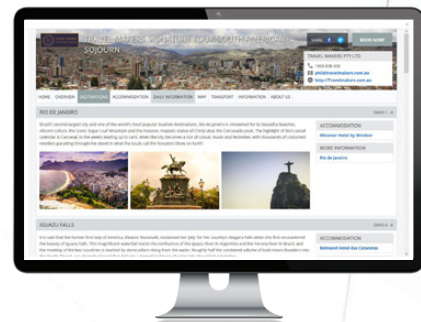
COST
INCLUDED IN YOUR MEMBERSHIP

**All prices correct as at 01/01/2020. For current costs please speak with your local Travellers Choice Business Development Manager.*

WETU ITINERARY BUILDER

The Wetu Itinerary Builder is a premium sales and marketing tool available to support members in converting enquiries to bookings, staying connected with clients and boosting repeat and referral business.

Wetu enables consultants to quickly and easily create itineraries without the struggle of sourcing rich visual media. Once created, Wetu itineraries can be printed, featured in eDMs, and published to your agency's website and Facebook page.



COST
USD65 PER CONSULTANT PER MONTH

POINT OF SALE

Members are provided with a selection of printed tactical and non-tactical A1 and A3 posters every second month to help drive enquiry and entice clients to your agency.

Past poster artwork and additional options to self-print are also available on TC Hub for members to access and update their agency windows at any time.

COST
INCLUDED IN YOUR MEMBERSHIP



*All prices correct as at 01/01/2020. For current costs please speak with your local Travellers Choice Business Development Manager.

DISCOVER MAGAZINE

Discover is the Travellers Choice magazine available to members to enhance your customers' experience and your agency's marketing activities.

- Three issues each year in March, June and November
- Enticing stories by expert travel writers on popular destinations and travel trends
- News and deals from the travel and cruising industries
- Advice to help your customers 'travel smart'
- Advertisements from Travellers Choice preferred suppliers only

Your readers will be directed to enquire only with your agency via a front cover overprint containing your individual agency call to action and optional logo.

Discover is also available as an e-zine, an electronic version featuring page-turning technology, which is available to members with a Site Builder website.



COST INCLUDED IN YOUR MEMBERSHIP
(CHARGES APPLY FOR DELIVERY AND OVERPRINTING)

CORPORATE TRAVEL TOOLKIT

The Corporate Travel Toolkit is a collection of documents available to support and assist members with developing their agency's corporate travel business:

- Introductory flyer
- Proposal letter
- Schedule of fees
- Support guide to step you through a tender or proposal scenario.

COST INCLUDED IN YOUR MEMBERSHIP

IMAGINE A BUSINESS TRAVEL PARTNER YOU CAN TRULY TRUST...

One who can trust is as committed to making the right decisions for your business as you are.

One who is as committed to getting your client safely to their destination and knows what running a business is really like.

Not just a consultant on the end of the phone - but a true business partner prepared to go that extra mile to make your life easier.

We can bring you all this and more.

Our independence means we pride ourselves on delivering tailor-made travel solutions for all our clients - be it for corporate, leisure or group travel.

As your valued customer, you can expect:

SERVICE
Our independent consultants will be well briefed on your destination, your travel requirements and your expectations, and provide you with any travel-related services you require.

RATES
We offer the most competitive rates available, with no hidden charges or fees.

ACCOUNT MANAGEMENT
We won't let just another number be us, we will be flexible and transparent in how we work with you to ensure the solution that best suits you. And because we're local, you can contact the Centre and Manager anytime you need it.

TECHNOLOGY
We provide timely access to information regarding flight changes or delays and maintain a comprehensive client traveller profile database for booking efficiency.

We're proud of the trust and reputation we've built up over the years that we've been servicing the local community. Come and talk to us about why our customers continue to travel with us.

Shop 4, Balnarring Village Shopping Centre
3050 Frankston Flinders Road, Balnarring VIC
5963 1568 | holidays@balnarringtravel.com.au
www.balnarringtravel.com.au

Balnarring TRAVEL & CRUISE

ATAS TRAVELLERS CHOICE

CRUISE CLUB

The Cruise Club is an exclusive marketing service for members who wish to grow their cruise business. Membership of the Cruise Club provides cruise-focused members with access to the marketing of specially packaged cruise product along with tools to grow cruise sales, including:

- Cruise Lines International Association Australasia (CLIA) membership
- Tier-targeted Location Incentive offering additional commission
- Direct mail minizine to your cruise client database three times per year
- Specialist cruise point of sale materials
- Monthly cruise eDMs through TC Mail
- Monthly industry eDM
- Priority reservations number

Members considering joining the Cruise Club should:

- Have a genuine business focus on cruise
- Consider themselves to be a cruise expert or have a strategic approach to becoming an expert through training and personal experience
- Have at least one CLIA Accredited consultant
- Be focused towards producing minimum annual revenue targets and have positive year on year growth
- Provide their cruise client mailing database to Travellers Choice for marketing purposes

COST
\$1,300 + GST PER ANNUM

**TRAVELLERS
CHOICE
CRUISING**
A WORLD OF EXPERIENCE

*All prices correct as at 01/01/2020. For current costs please speak with your local Travellers Choice Business Development Manager.



EXCLUSIVE OFFER!

AMERICAN MUSIC
13-night package *American Duchess*

Cruise Itinerary: Nashville • Charlotte • Dover • Pictou • Cape Breton • New Bedford • Memphis

Includes:

- Economy airfare to Nashville (via San Francisco), returning from Memphis
- 2 nights accommodation in San Francisco
- San Francisco city sightseeing pass with Alcatraz
- 1 night pre-cruise accommodation in Nashville
- 7 night cruise
- All meals, complimentary selected beverages, 24-hour room service, entertainment & gratuities onboard
- Complimentary on-board shore excursions in each port
- Premium shore excursion - The Elvis Experience
- Dedicated fleet of deluxe motor coaches
- 2 nights post-cruise accommodation in Memphis
- Authentic Memphis-style barbecue at the Blues City Cafe on Beale Street
- 1-day downtown Memphis trolley pass
- Memphis attraction pass
- Escorted walking tour to The Peabody Hotel with duck parade
- Air taxes, port charges & government fees

★ **Save \$220.00 on an interior suite!**

Interior suite from \$8,565.00

TRAVELLERS CHOICE CRUISING

STYLE OF CRUISING: FAMILY, LIGHT, FOOD, SMALL SHIP, EXPEDITION, SPECIALTY

JEWELS OF ALASKA
11-night package *Norwegian Jewel*

Cruise Itinerary: Vancouver • Inside Passage (Seattle • Ketchikan • Sitka • Skagway • Glacier Bay (viewing) • Hubbard Glacier (viewing) • Seeward

Includes:

- Economy airfare to Vancouver, returning from Anchorage
- 2 nights pre-cruise accommodation in Vancouver
- Hop-on hop-off bus tour in Vancouver
- 7 night cruise
- Main meals, entertainment & gratuities onboard
- Transfer from port to hotel in Anchorage
- 1 night post-cruise accommodation in Anchorage
- Air taxes, port charges & government fees

★ **Choose one bonus: Beverage package, dining package, internet package, shore excursion credit or DVD & fourth ports sail at reduced rates! Upgrade your suite & get more bonus!**

Inside stateroom from \$4,699.00

HIGHLIGHTS OF JAPAN
16-night package *Celebrity Millennium*

Cruise Itinerary: Tokyo (viewing) • Mt. Fuji (viewing) • Kyoto (viewing) • Osaka • Hakodate • Nagasaki • Nagasaki • Busan • Hakodate • Atami • Tokyo (viewing) (viewing)

Includes:

- Return Economy airfare to Tokyo
- 2 nights pre-cruise accommodation in Tokyo
- Tokyo Outer Fish Market & Sushi Workshop Tour
- 7 night cruise
- Main meals, entertainment & gratuities onboard
- Air taxes, port charges & government fees

★ **US\$25 onboard credit per inside stateroom!**

Inside stateroom from \$4,799.00

INCLUSIONS: AIRFARE, ACCOMMODATION, PAID, SHIPMENTS, FOOD

INCENTIVES

Members have the opportunity to win prizes and earn rewards through exclusive sales incentives offered by Travellers Choice in conjunction with preferred suppliers.

Prizes include cash payments, store vouchers, consumer goods, event tickets and spots on dedicated Travellers Choice educational trips.

COST INCLUDED IN YOUR MEMBERSHIP

EDUCATIONALS

Travellers Choice coordinates an extensive program of exclusive member educationals in conjunction with preferred airline and supplier partners.

Educational places are made available to members either by invitation, as a result of incentive performance or through expression of interest.

COST INCLUDED IN YOUR MEMBERSHIP (CHARGES MAY APPLY FOR PARTICIPATION)



**All prices correct as at 01/01/2020. For current costs please speak with your local Travellers Choice Business Development Manager.*

SELL YOUR WAY TO THE STATES!

EXCLUSIVE TO TRAVELLERS CHOICE MEMBERS!

We've got 16 spots on a Regal Princess™ Canada and New England cruise to give away!

Winners will board Regal Princess™ in New York City for a roundtrip departing 21 September 2019 in twin share balcony staterooms and will enjoy some special onboard activities including welcome drinks and a specialty dinner. You will also receive a \$1,000 airfare credit to help you get to the Big Apple and back!

10 x spots to Cruise Club members with the highest revenue during the incentive period

6 x spots to non-Cruise Club members with the highest revenue during the incentive period

Every booking made in POLAR Online or by calling 1300 363 706 between 01 March - 30 April 2019 counts, so make sure you are selling Princess Cruises™

PRINCESS CRUISES
come back here

ATA'S TRAVELLERS CHOICE
A WORLD OF OPPORTUNITY

MAKE YOUR FAMILY'S CHRISTMAS THE BEST EVER THANKS TO INTREPID TRAVEL!

EXCLUSIVE TO TRAVELLERS CHOICE MEMBERS!

We're giving away an Intrepid Family Holiday for a Travellers Choice agent and their family!

All you need to do to win this amazing prize is:

- Tell us in 25 words or less which Intrepid Family Holiday you'd like to take with your family and why.
- Have a family that has a sense of adventure and consists of two parents with up to two children or one parent with up to two children (aged 5 - 17 years old).
- Be a full-time selling consultant employed by a Travellers Choice agency when you enter and at the time of travel.
- Share your holiday experience with us.

Imagine where your family could be off to in 2020? Africa, the Americas, Asia, the Middle East or Europe! There are trips for families with teenagers, solo parent families and cycling holidays for energetic families! Check them all out here.

ENTER NOW! Submit your entry by 5.00pm WST on Friday 17 January 2020.

BEST TRAVEL AGENCY GROUP WINNER 2019

ATA'S TRAVELLERS CHOICE
A WORLD OF OPPORTUNITY



MESSAGES ON HOLD

Imagine a spokesperson who works for your travel agency 24 hours a day, seven days a week. One who talks to every person who calls in, and all for just a few dollars a day.

Messages On Hold is a professionally written and recorded on hold phone message system. Special rates are available for Travellers Choice members interested in utilising this high impact marketing activity.



COST
\$19 + GST PER WEEK PLUS
ONE-OFF ESTABLISHMENT FEE OF \$128 + GST

COUNTRY GUIDES

Country Guides offer an array of information relevant to Australians travelling abroad to help them prepare for their travels and assist them while overseas. They are branded to suit your agency and feature your agency's exclusive contact information.

The guides are a cost-effective value-add to help turn your superior levels of customer service into something tangible for your clients. They are also useful for converting prospective clients, such as a new client requesting a quote, as potential customers are more likely to retain a branded Country Guide featuring essential information than a business card.

COST
\$250 + GST PER ANNUM



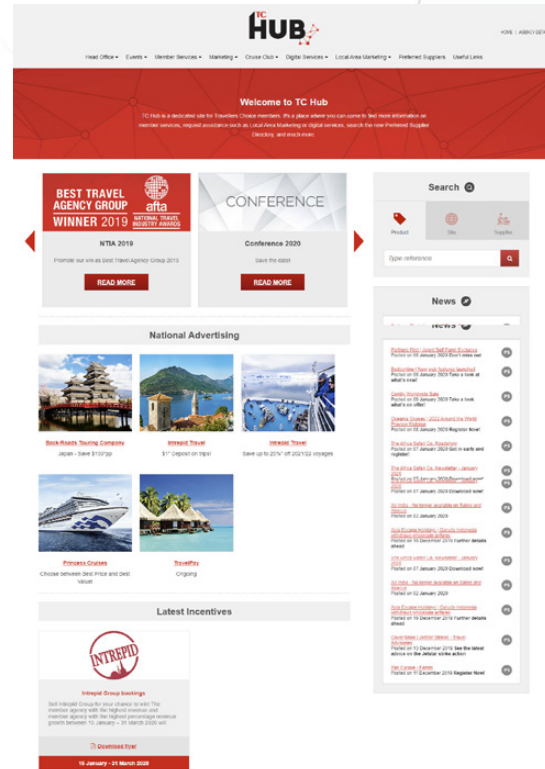
*All prices correct as at 01/01/2020. For current costs please speak with your local Travellers Choice Business Development Manager.

TC HUB

TC Hub is our dedicated agent site for Travellers Choice members. Access is via a personal login for each staff member within your agency which also enables them to link directly to your agency's TC One booking platform.

Additional information and service requests for all the marketing services described in this booklet are available on TC Hub.

The site also houses a Preferred Supplier Directory and Member Directory as well as information on further member services such as TC One, TC Pay, business and training tools, member events, contact details for Travellers Choice staff and much more.



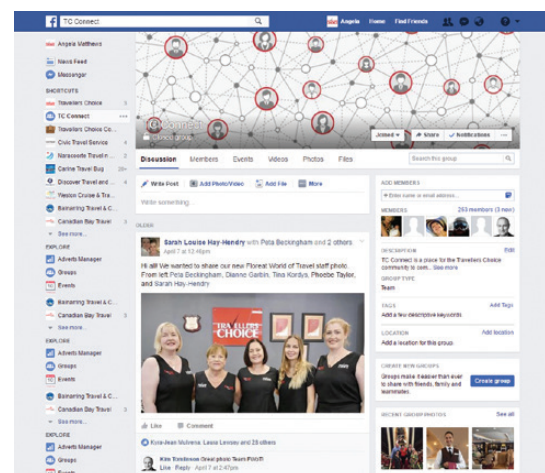
COST INCLUDED IN YOUR MEMBERSHIP

TC CONNECT

TC Connect is the Travellers Choice closed Facebook group just for members and staff.

It is a place where you can engage with fellow members as well as directly with Travellers Choice staff, whether you want to share ideas, ask for support or get to better know others within the Travellers Choice community.

The group is open to individuals working in Travellers Choice member agencies.



COST INCLUDED IN YOUR MEMBERSHIP

**All prices correct as at 01/01/2020. For current costs please speak with your local Travellers Choice Business Development Manager.*

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